

# Tourist profile trend (2016)

## Belgium: Second Quarter

### How many are they and how much do they spend?



	2012Q2	2013Q2	2014Q2	2015Q2	2016Q2
Tourist arrivals (> 16 years old)	55,584	55,668	61,345	72,479	83,624
Average daily expenditure (€)	136.04	142.69	144.25	133.57	135.30
. in their place of residence	97.34	105.06	110.62	99.62	100.00
. in the Canary Islands	38.70	37.63	33.63	33.96	35.30
Average length of stay	8.62	9.27	9.44	9.99	9.43
Turnover per tourist (€)	1,091	1,268	1,141	1,146	1,116
Total turnover (> 16 years old) (€m)	60.6	70.6	70.0	83.0	93.3
Share of total turnover	19.4%	21.4%	21.4%	21.7%	21.3%
Share of total tourist	21.4%	21.0%	22.2%	23.3%	23.5%

Expenditure in the Canary Islands per tourist and trip (€) (**)					
<b>Accommodation (**):</b>	47.27	44.60	39.46	44.24	44.86
- Accommodation	45.73	39.25	35.98	39.42	36.61
- Additional accommodation expenses	1.54	5.35	3.48	4.82	8.25
<b>Transport:</b>	26.73	23.76	24.90	25.80	21.58
- Public transport	2.48	4.99	4.30	2.98	4.17
- Taxi	6.45	6.14	6.73	4.43	3.97
- Car rental	17.79	12.63	13.87	18.39	13.44
<b>Food and drink:</b>	109.93	279.07	123.26	114.84	127.44
- Food purchases at supermarkets	49.22	215.95	70.45	58.83	48.89
- Restaurants	60.71	63.12	52.81	56.01	78.55
<b>Souvenirs:</b>	82.97	62.83	61.58	68.47	72.68
<b>Leisure:</b>	34.77	39.47	24.53	26.96	21.46
- Organized excursions	18.08	15.79	13.60	13.86	11.10
- Leisure, amusement	4.14	2.21	3.40	2.07	2.83
- Trip to other islands	1.73	0.42	0.13	1.71	1.38
- Sporting activities	3.47	17.63	3.15	2.91	3.59
- Cultural activities	2.37	0.89	1.38	1.93	1.74
- Discos and disco-pubs	4.98	2.52	2.87	4.49	0.80
<b>Others:</b>	22.20	15.91	12.90	10.95	8.56
- Wellness	4.40	3.32	1.76	1.38	2.85
- Medical expenses	1.69	0.68	2.92	4.14	2.57
- Other expenses	16.11	11.91	8.22	5.43	3.14

### How far in advance do they book their trip?



	2012Q2	2013Q2	2014Q2	2015Q2	2016Q2
The same day they leave	1.2%	0.0%	0.9%	0.0%	0.0%
Between 2 and 7 days	7.5%	12.3%	8.8%	8.4%	8.3%
Between 8 and 15 days	10.3%	10.7%	9.0%	7.1%	5.1%
Between 16 and 30 days	16.5%	14.8%	15.7%	16.8%	9.7%
Between 31 and 90 days	33.3%	35.2%	28.4%	37.6%	40.0%
More than 90 days	31.1%	27.1%	37.3%	30.0%	36.9%

### What do they book at their place of residence?



	2012Q2	2013Q2	2014Q2	2015Q2	2016Q2
Flight only	15.0%	15.4%	13.1%	16.1%	15.2%
Flight and accommodation (room only)	17.8%	14.4%	12.6%	12.4%	14.6%
Flight and accommodation (B&B)	4.6%	3.9%	5.4%	3.4%	2.0%
Flight and accommodation (half board)	25.0%	29.4%	27.7%	28.9%	32.0%
Flight and accommodation (full board)	2.2%	3.6%	2.2%	2.3%	2.1%
Flight and accommodation (all inclusive)	35.5%	33.3%	38.9%	36.9%	34.1%
<b>% Tourists using low-cost airlines</b>	35.5%	38.8%	29.1%	29.4%	38.5%
<b>Other expenses in their place of residence:</b>					
- Car rental	15.2%	15.9%	11.9%	13.8%	12.7%
- Sporting activities	3.2%	4.8%	7.0%	3.1%	4.2%
- Excursions	5.6%	11.4%	5.5%	8.3%	9.6%
- Trip to other islands	0.8%	0.7%	0.0%	0.8%	0.6%

### How do they book?



	2012Q2	2013Q2	2014Q2	2015Q2	2016Q2
<b>Accommodation booking</b>					
<b>Tour Operator</b>	47.5%	36.8%	50.5%	55.9%	44.2%
- Tour Operator's website	52.8%	71.1%	75.0%	70.3%	70.0%
<b>Accommodation</b>	17.8%	18.6%	12.1%	14.6%	15.1%
- Accommodation's website	83.0%	88.1%	88.3%	65.5%	87.0%
<b>Travel agency (High street)</b>	15.1%	21.8%	18.5%	13.5%	16.7%
<b>Online Travel Agency (OTA)</b>	10.0%	14.3%	9.9%	8.7%	12.7%
<b>No need to book accommodation</b>	9.6%	8.5%	9.0%	7.4%	11.3%

	2012Q2	2013Q2	2014Q2	2015Q2	2016Q2
<b>Flight booking</b>					
<b>Tour Operator</b>	62.1%	44.4%	55.4%	60.2%	52.9%
- Tour Operator's website	61.5%	55.9%	69.7%	68.9%	67.9%
<b>Airline</b>	21.9%	30.1%	19.2%	23.0%	27.5%
- Airline's website	98.5%	100.0%	96.5%	96.4%	92.7%
<b>Travel agency (High street)</b>	12.1%	16.7%	18.9%	13.2%	13.4%
<b>Online Travel Agency (OTA)</b>	3.9%	8.8%	6.5%	3.7%	6.2%

### Where do they stay?



	2012Q2	2013Q2	2014Q2	2015Q2	2016Q2
5* Hotel	10.6%	15.5%	12.8%	17.7%	9.3%
4* Hotel	45.7%	44.2%	50.8%	43.4%	48.6%
1-2-3* Hotel	12.6%	12.0%	9.7%	12.0%	9.5%
Apartment	22.1%	19.4%	17.7%	17.7%	24.5%
Property (privately-owned, friends, family)	7.3%	7.6%	8.4%	6.9%	6.4%
Others	1.8%	1.4%	0.5%	2.4%	1.8%

### Who are they?



	2012Q2	2013Q2	2014Q2	2015Q2	2016Q2
<b>Gender</b>					
Percentage of men	55.8%	47.2%	53.7%	49.4%	53.1%
Percentage of women	44.2%	52.8%	46.3%	50.6%	46.9%

Age					
Average age (tourists > 16 years old)	46.2	46.1	46.2	48.3	50.1
Standard deviation	14.1	13.8	13.7	15.4	14.2

Age range (> 16 years old)					
16-24 years old	7.6%	5.9%	3.4%	8.8%	5.1%
25-30 years old	11.2%	9.7%	10.8%	11.1%	9.6%
31-45 years old	30.4%	30.5%	39.0%	18.8%	17.6%
46-60 years old	30.6%	36.6%	31.7%	39.4%	45.2%
Over 60 years old	20.2%	17.4%	15.1%	21.9%	22.5%

Occupation					
Business owner or self-employed	19.3%	16.7%	18.7%	13.8%	18.2%
Upper/Middle management employee	43.9%	43.2%	46.8%	34.2%	31.4%
Auxiliary level employee	11.9%	18.0%	14.7%	19.5%	19.0%
Students	3.9%	4.4%	2.6%	4.0%	4.8%
Retired	19.0%	16.6%	15.9%	24.7%	25.4%
Unemployed / unpaid dom. work	1.9%	1.0%	1.3%	3.9%	1.3%

Annual household income level					
€12,000 - €24,000	15.1%	14.4%	11.6%	20.1%	14.8%
€24,001 - €36,000	21.0%	31.5%	23.5%	20.5%	24.0%
€36,001 - €48,000	24.3%	12.2%	19.7%	13.8%	22.4%
€48,001 - €60,000	16.3%	17.1%	19.1%	20.9%	13.6%
€60,001 - €72,000	8.9%	9.1%	7.3%	8.3%	8.3%
€72,001 - €84,000	5.6%	6.1%	6.6%	6.2%	7.4%
More than €84,000	8.9%	9.8%	12.1%	10.2%	9.5%

(\*) Expense is prorated among all the tourists (even those who have not spent in destination).

(\*\*) Accommodation expenses may seem low because most tourists pay the accommodation before traveling.

# Tourist profile trend (2016)

## Belgium: Second Quarter

### Which island do they choose?



Tourists (> 16 years old)	2012Q2	2013Q2	2014Q2	2015Q2	2016Q2
- Lanzarote	5,617	5,628	6,246	7,474	7,154
- Fuerteventura	2,935	2,714	3,377	2,820	3,492
- Gran Canaria	15,639	14,625	14,813	19,195	23,790
- Tenerife	30,076	31,029	35,684	40,634	47,188
- La Palma	980	1,052	276	1,855	1,619

Share (%)	2012Q2	2013Q2	2014Q2	2015Q2	2016Q2
- Lanzarote	10.2%	10.2%	10.3%	10.4%	8.6%
- Fuerteventura	5.3%	4.9%	5.6%	3.9%	4.2%
- Gran Canaria	28.3%	26.6%	24.5%	26.7%	28.6%
- Tenerife	54.4%	56.4%	59.1%	56.5%	56.7%
- La Palma	1.8%	1.9%	0.5%	2.6%	1.9%

### Who do they come with?



	2012Q2	2013Q2	2014Q2	2015Q2	2016Q2
Unaccompanied	9.8%	7.8%	8.2%	10.5%	9.3%
Only with partner	49.2%	43.0%	44.7%	61.1%	56.7%
Only with children (under the age of 13)	1.4%	0.9%	1.7%	0.6%	1.4%
Partner + children (under the age of 13)	11.3%	13.4%	15.6%	4.4%	7.9%
Other relatives	3.8%	7.5%	6.1%	3.9%	3.0%
Friends	5.6%	6.3%	4.9%	8.9%	7.9%
Work colleagues	0.4%	0.4%	0.0%	0.0%	0.0%
Other combinations <sup>(1)</sup>	18.5%	20.6%	18.7%	10.6%	13.9%

\* Multi-choice question (different situations have been isolated)

### How do they rate the destination?



Impression of their stay	2012Q2	2013Q2	2014Q2	2015Q2	2016Q2
Good or very good (% tourists)	93.8%	94.7%	95.5%	92.1%	98.7%
Average rating (scale 1-10)	8.81	8.93	8.93	8.84	9.13

### How many are loyal to the destination?

Repeat tourists of the Canary Islands	2012Q2	2013Q2	2014Q2	2015Q2	2016Q2
Repeat tourists	74.1%	69.5%	80.8%	77.9%	73.1%
In love (at least 10 previous visits)	16.4%	15.2%	13.6%	20.5%	24.7%

### Where does the flight come from?



Ten main origin countries	2012Q2	2013Q2	2014Q2	2015Q2	2016Q2
Belgium	91.0%	81.5%	77.5%	92.1%	93.7%
Spanish Mainland	2.4%	5.9%	4.0%	2.9%	4.0%
Germany	1.8%	6.5%	2.1%	1.7%	1.2%
Netherlands	2.8%	0.8%	14.1%	3.1%	0.5%
France	1.4%	0.9%	0.7%	0.0%	0.2%
Ireland	0.0%	0.0%	0.3%	0.0%	0.0%
United Kingdom	0.0%	0.0%	0.4%	0.0%	0.0%
Austria	0.0%	0.0%	0.0%	0.0%	0.0%
Denmark	0.0%	0.0%	0.0%	0.0%	0.0%
Italy	0.0%	0.0%	0.0%	0.0%	0.0%



### Why do they choose the Canary Islands?



Aspects influencing the choice	2012Q2	2013Q2	2014Q2	2015Q2	2016Q2
Climate/sun	93.5%	96.6%	93.4%	91.6%	95.5%
Tranquillity/rest/relaxation	48.9%	48.6%	45.7%	49.9%	48.1%
Scenery	29.2%	24.0%	26.8%	26.7%	25.3%
Beaches	17.3%	26.3%	23.4%	22.7%	17.4%
Security	10.6%	11.7%	11.5%	10.7%	14.6%
Visiting new places	11.9%	14.3%	16.1%	16.0%	12.6%
Price	14.8%	11.5%	9.6%	14.6%	10.5%
Shopping	7.4%	7.2%	6.4%	4.8%	7.4%
Quality of the environment	7.4%	7.3%	8.7%	7.0%	7.3%
Active tourism	4.7%	3.7%	5.3%	6.5%	5.0%
Suitable destination for children	7.9%	4.0%	9.6%	4.0%	3.8%
Rural tourism	0.6%	2.1%	1.3%	1.8%	3.5%
Ease of travel	3.1%	3.4%	1.9%	0.6%	2.4%
Culture	0.0%	1.7%	0.8%	0.9%	2.3%
Nightlife/fun	3.8%	3.0%	1.1%	1.3%	2.3%
Nautical activities	2.8%	1.7%	1.4%	3.0%	1.4%

\* Multi-choice question

### What did motivate them to come?



Aspects motivating the choice	2012Q2	2013Q2	2014Q2	2015Q2	2016Q2
Previous visits to the Canary Islands	61.3%	58.3%	69.0%	60.4%	62.4%
Recommendation by friends or relatives	36.8%	41.4%	33.7%	31.9%	38.0%
The Canary Islands television channel	1.0%	0.0%	0.3%	0.4%	0.5%
Other television or radio channels	0.9%	1.5%	1.6%	0.7%	0.1%
Information in the press/magazines/books	3.3%	4.8%	3.8%	4.3%	2.0%
Attendance at a tourism fair	1.7%	1.6%	1.3%	0.5%	1.2%
Tour Operator's brochure or catalogue	12.3%	21.8%	11.5%	11.6%	13.7%
Recommendation by Travel Agency	14.4%	12.8%	8.7%	14.5%	7.6%
Information obtained via the Internet	19.9%	21.7%	20.4%	19.0%	15.9%
Senior Tourism programme	1.4%	0.0%	0.0%	0.0%	0.8%
Others	7.8%	1.4%	4.5%	4.1%	4.0%

\* Multi-choice question



Source: Encuesta sobre el Gasto Turístico (ISTAC). (1) Combination of some groups previously analyzed.

Note: Tourists under 16 years old are excluded. In order to calculate percentages, "Not applicable" and "No answer" have been excluded.